



Alpine Artisans	Alpine Artisans is a growing arts organization of over 170 artists and arts supporters in the Seeley Swan & Blackfoot Valleys. We have been a 501(c)3 for 16 years.
What We Offer	Alpine Artisans sponsors a performing arts series with five major performances in the valley a year – most with extensive workshops and in-school performances for the students as well. We also host four arts festivals each year.
Opportunity	The economic base of the area is changing and the concentration of working artists in the region continues to grow. We see an opportunity to create something modeled on the from the Hands of Harvest Trail on the east side of the Front.
Cultural Arts Corridor Initiative	To that end, we are creating a Cultural Arts Corridor initiative and are working closely with local artists, businesses, and the Chamber of Commerce to create the Seeley-Swan-Blackfoot as a ‘destination’ in order to better serve art and nature lovers to spent quality time in our studios, galleries, and shops while enjoying the natural beauty and hospitality of the area by hiking trails, boating on lakes, staying in motels, and dining in local restaurants.
Tour of the Arts	With grants from the Montana Community Foundation and the Seeley Lake Community Foundation, Alpine Artisans launched a pilot project last October called Tour of the Arts which featured a self-guided tour of seven studios of working artists, five local galleries with special workshops and exhibits, and two historical museums.
Results	With the help of paid publicity and hard work, Tour of the Arts was a huge success – with over 70 people visiting the studios and over \$7,500 worth of art sold. It drew people from Missoula, Helena, Great Falls, Butte, Chicago and Florida.
Comments	Comments from those attending.
What the Cultural Trust funds will do	<p>In closing, we ask that you fund our request and help us to:</p> <ul style="list-style-type: none">• Launch a year-round, self-guided studio tour• Develop a web-site to publicize these activities• Further develop the educational and cultural activities of the CAC• All of these initiatives will lead to greater economic health and enhance the quality of life in our area of Montana.

Testimony for the
Long Range Planning Committee from
Montana Residents who benefited
from the Tour of the Arts Pilot Project – October 2006

Seeley Lake Resident Ron Schulfer said:

Well, what is art? It's a combination of your surroundings, the beauty we have naturally, and then how people interpret that in their work. So I think Seeley Swan is a natural fit for art – we live in God's country. You don't experience that in a major metropolitan area.

We made the entire weekend of TOA – we went from one end of the valley clear down to the other. And our objective was to meet all of the artists that were presenting over the weekend, and we spent time with every single one of them, and to get to know them, see what they do – why do they do what they're doing – so we did it.

It's an opportunity to see the artisan at work, in their place, which is highly unusually – you know – you really capture the cultural thread by visiting with these people.

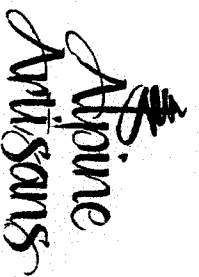
Seeley Lake Resident Kathy Schuler said:

It was interesting just to take a ride, and wonder where you're going to end up – weaving in and out of the valley – and some of those people had just awesome work areas and studios and homes – very interesting.

Vicki Voegelin, Business Owner and Chamber of Commerce Board Member said:

As logging is slowing down, we definitely need to find new ways to keep thriving, and to diversify into the arts is a very positive thing for everyone.

The Chamber of Commerce and Alpine Artisans have discovered the importance of working together and how that can not only help our local businesses but working together can help the artists as well.



Tour of the Arts

The Cultural Arts Corridor Official Kick-off Event!

October 14 & 15, 2006

Evaluation Summary



Comments and Insights from Participating Artists

Topics

- The Sites (pg 1)
- Attendance (pg 2)
- Sales (pg 3)
- Publicity (pg 4)
- Signage (pg 5)
- Artists' Experiences (pg 6)
- Future Plans (pg 7)
- Getting Involved (pg 8)
- Final Thoughts (pg 9)

Tour of the Arts 2006 Evaluation Summary

YOUR SITE What was the nature of your site, i.e. did you do a demonstration of your craft? Did you feel that you had adequate inventory to take advantage of sales? How much time did a visitor typically spend with you?

Peabody	I had a demonstration display and adequate inventory. Visitors usually spent 12 to 20 minutes upstairs with me before they went downstairs to see Walter's display and the rest of Georgina's work and her stained glass studio.
Staggs	I had a display in the bay window on the main level of our home with glass items offered for sale, and walked visitors throughout the living area pointing out where I had used stained glass throughout this area, including bathroom and kitchen. I then invited them to the lower level, where I had another display of items that were a collaboration of Walter's metal arts and my stained glass, and a few of Walter's items were also displayed for sale. Then we proceeded to my studio, where I talked about the various steps I go through in creating my projects, and the tools and supplies used. I also explained the various types and textures of glass, and the factors to be taken into account in the design of a stained glass piece. I did not actually demonstrate because of concerns about handling glass, soldering furnes, etc. in the presence of persons who may have breathing problems. Also, I found it difficult on Saturday to "keep up" with the traffic and Walter had to cover a lot of bases for me. Sunday was an easier day, and I was even able to help customers select glass for a special order they placed.
Aspen Sienna	We did a painting demo on Sunday. There were plenty of original paintings. Would have liked to have more prints & cards (smaller purchase items). There was a 25 minute to 45 minute average visit.
Wolfs	I did an oil demo on Saturday which people enjoyed. We had/have a very large inventory of art. We spent anywhere from 10-30 min. with folks.
Swan Woods	We hosted our guests with a tour of my shop that included discussion of the methods and tools used to produce our product. There was a display (of sorts...) in our railroad car. We offered coffee, juice and baked goods on each day. Each party was here for an hour. Some stayed an hour and a half.
Kornutopia	Our site was/is divided into two parts. We directed visitors to the studio where we had set up a display of representational pots along with our regular studio equipment. I had attempted to have pottery in various stages of development in the studio along with the finished pottery so that people could see what transpired in the creation of our pots. I did several demonstrations but not for everyone - some stated they had seen prior demos and some didn't seem interested in that part so for those we didn't demonstrate. We talked about the various steps and what they included and presented things of individual interest. The second part of our site is at our cabin where we have a display of pottery and may if not most wanted to visit that also so Ruth or both of us would take them there to view that. We had adequate inventory but not all of everything which would have been nice but I have been too busy this summer with non-pottery projects to have kept up with inventory which I should be building at this very moment. Very few people stayed under 30 minutes, some stayed much longer.
Dvorak	I was in the middle of my work flow, showed people how I produced my images and answered questions. Adequate inventory - Yes. Many came in a group and we spent from 15 to 30 minutes together. No one seemed in a rush to leave and we had great conversations.
Swan Valley Copper	Roger was rushed with orders so he didn't have a large inventory on hand - but took orders.
Third Life	People came into the studio and Russ had stuff he was working on. He had raw material. Did the whole process. Sales weren't a focus. They all saw the garden on their way out - many said the Garden was the favorite part of the tour.
Galleries/ Museums	<u>Bison and Bear</u> - We had the usual great collection of Juan de Santa Anna photos. <u>Stage Station</u> - We displayed numerous photos from Tim DuPuydt, a Florence AAI member. <u>Bar Brand Museum</u> : We had the museum collection available and displayed the botanical drawings made by the Ovando school children. <u>SL Historical Barn</u> : No demos of art, just the 5 stalls for viewing.

Tour of the Arts 2006 Evaluation Summary

ATTENDANCE: How many people attended each day? Can you categorize where they were from? Did you keep a guest book with addresses of the visitors? (please provide a copy for our records for future publicity)

Peabody	Saturday: 35 (one man returned a second time with his wife) and Sunday: 10 2-Great Falls--found out from a brochure at Holland Lake Lodge; 4-out of state visitors with local friends; 2 -Kalispell--Kalispell paper; 2-Kalispell--Huckleberry Festival at Swan Lake; 1- Missoula--Tamarack Festival; 3-part time residence from Choteau--saw road signs. Others were AAI members and local people who found out through AAI bulletins, Pathfinder, Tamarack Festival, and word of mouth, in that order.
Staggs	Pam Peabody had set up her display on my dining table, and she kept track of the visitors. She recorded 35 persons on Saturday, but I was a "return" visitor who first came alone, then returned later with his wife. The AAI members who attended were Charlie and Marion Burnmeister, George and Emily Beck, Carol Dorne with her youngest daughter, and Jeri Watson, who brought 2 visiting relatives. I did not keep a guest book with addresses, but have the names and addresses of the persons who wrote checks for purchases. On Sunday we only had 10 visitors. There was a couple from Kalispell, who ordered a custom lamp. There was one woman from Seeley Lake who purchased a "luminaria", and a woman from Missoula was accompanying her. Then there was a young woman from Choteau with her two adolescent children. She and her husband purchased vacation property above the Abolts, and said she learned of the Tour from the signs along the road on her way to the grocery store. She purchased several items including one cookbook. Subsequent visitors were Aurora Morgan with her brother and Susan Taylor. (I have listed below the names and addresses of buyers.)
Aspen Sienna	Approximately 35 on Saturday and 18 on Sunday. Primarily local and surrounding areas.
Wolffs	Approx. 20-25 each day, Sunday being better even with the rain. Seeley: 11, Condon: 9, CA: 3, Great Falls: 1, Swan Lake: 2, Clancy, MT: 2, Bigfork: 2, Kalispell: 2, Choteau: 3, Missoula: 1. Some didn't give me address in the book and some got out the door and forgot to sign in. Will send you a copy of the sign-ins.
Swan Woods	21 people the first day. 12 the second day. All were from Seeley except one party from Bonner. I have some names and addresses; will make them available.
Kornutopia	I think we had 39 Saturday and 15 on Sunday. We do have a list of visitors and from where they came but Ruthie hid it from me. When I find it I will send you a copy.
Dvorak	About a dozen each day. Most were from Seeley either living here or were people who had a place around here. One group was from Helena.
Swan Valley Copper	We had about 20 on Saturday and a dozen or so on Sunday. Russ has guest book.
Third Life	25 on Saturday and 17 on Sunday. Have guestbook. Folks from Butte, Great Falls, Helena who had cabins here -- came this weekend because of the tour. New retiree. New faces.
Galleries/ Museums	<u>Bison and Bear:</u> Things were slow -- but we saw half a dozen folks who explicitly came into the store on the tour. <u>Stage Station:</u> <u>Brand Bar Museum:</u> Almost 20 on Saturday and 12 on Sunday. Several came on the "Tour" but more were local. <u>SL Historical Barn:</u> On Sunday there were 6. I haven't heard about Saturday.

Tour of the Arts 2006 Evaluation Summary

SALES: What financial impact did it have for you? Immediate sales – and how much? Do you anticipate future sales?

Peabody	One sold, and one ordered, with deposit. Total .:\$244
Stages	We had good sales, especially on Sunday. Our immediate sales amounted to \$589. I expect at least one couple from Placid Lake to call me for a special order.
Aspen Sienna	Good financial gain – 5 immediate sale items = \$1,120. Four future sales anticipated.
Wolfs	\$1,500 in paintings. Future sales are possible as some left e-mails to get updates/photos of new art.
Swan Woods	It was helpful to us in a slow month for sales. Total sales: \$360. We do anticipate future sales. We had some inventory, but less than we would have liked.
Kornutopia	We were very pleased with sales so we were impacted well financially. With a wider selection of pots I am sure we would have done much better. I am adverse to taking orders but we (Ruth) said we would strive to complete several this winter which would greatly improve the benefits of the day.
Dvorak	Only two sales. I think I'll get future sales - people took my business card and planned to check my web site.
Swan Valley Copper	\$973 of copper at shop price, which is 25% below retail. Anticipate future order and sales.
Third Life	No sales.
Galleries/ Museums	Bison and Bear – No sales. Stage Station – Sold one \$70 photo

Tour of the Arts 2006 Evaluation Summary

PUBLICITY: Can you evaluate what publicity worked – how did people find out about it? I.e., which newspaper, radio, TV Public Service Announcements (PSAs), posters, personal contacts?

Peabody	Most of our visitors indicated a positive response to signage. We had very positive feedback to the balloons we added to our signs on Saturday, but by Sunday most balloons were gone. There was one strong complaint from an AAI member about not having complete directions with the map on the AAI sight. They weren't going on the Tour, she said, until they found the complete directions at the Tamaracks. Another commented that Abolts were hard to find while driving and looking for the small "Abolt" signs.
Staggs	Pam Peabody asked everybody how they heard of our event, so her records are more accurate. Since I was going up and down the stairs, often people showed up in my studio after Pam or Walter had shown them the upstairs and I did not ask everybody. Those whom I asked said the newspaper was their source, either the Pathfinder or the Kalispell paper. There were a couple of persons who said they learned about it at the Tamarack Festival, one said they saw the signs, and another, a visitor to my neighbor, came and asked Walter about it when he saw him putting up the signs.
Aspen Sienna	Lively Times, Missoulian, Bigfork Eagle – brochures received many positive comments and feedback.
Wolfs	Pathfinder and Flathead papers were mentioned. People liked the idea of seeing art and combining a drive through our beautiful fall-colored valleys.
Swan Woods	All but one of our guests cited the Pathfinder.
Kornutopia	I can't say exactly which form or venue of advertising attracted people and brought them out but whatever it was it worked. People came from every where. I would like to be more precise but I can't.
Dvorak	The one complaint was that the Pathfinder needed to include the directions as the locals didn't stop for a brochure.
Swan Valley Copper	We had great advertising this time!
Third Life	Read about it in the Butte weekend paper, and Great Falls, Kalispell and the Pathfinder.
Galleries/ Museums	

Tour of the Arts 2006 Evaluation Summary

SIGNAGE: Do you think the signage was adequate?

Peabody	
Stages	Bill Peabody stapled them to boards so that they would have solid backing, and nailed them to stakes in the ground. I had added sheet protectors for 3 of the signs, because I knew we expected rain. We also added balloons. Several persons said the balloons helped a lot. One person said they got lost on the way to the Abolts, and thought that balloons were a great idea.
Aspen Sienna	It was a start and could be improved for next time. Sandwich boards and balloons added more visibility.
Wolfts	Signage adequate but we combined AAI signs with our large sandwich sign along the highway.
Swan Woods	The posters were great! The number signs were fine, but I'd love to do more on this in the future. If we can get good at this, we could get really creative about display of signs. This year, we were all busy getting ready for the tour. On a personal note, Swan Woods will need a few more to cover our 12.5 miles of dirt road. I think the signs are only guides for people who have the map. I don't think they are likely to draw folks into the tour.
Kornutopia	I know that mine was. I have a signboard to which I attached a site number, which was provided, to each side. I had scanned the site numbers onto orange card stock, drew on directional arrows and placed these on trees and posts for off highway direction and place one on the door of my studio. No one that I know of couldn't find us.
Dvorak	
Swan Valley Copper	
Third Life	Photocopied the Tour of the Arts signage and posted it all along. Was okay. Get maps and signage to the Mercantile mid-week.
Galleries/ Museums	

Tour of the Arts 2006 Evaluation Summary

YOUR PAYBACK: What type of experience did YOU have during the Tour? Did you enjoy you interactions with the visitors? Is there a way to improve on that aspect for you personally?

Peabody	I always enjoy the feedback and derive inspiration from visiting with people directly.
Staggs	I found it difficult to "keep up" with the traffic on Saturday, but I found the whole experience very enjoyable. I could not have handled it all by myself, so I am glad Pam was also here.
Aspen Sienna	Very positive, even considering one rainy day. It was good to get to know new people and many said they will refer friends. We will improve by creating more educational materials, i.e. a written explanation of plein aire (so we don't have to repeat it constantly) and a bio displayed on the wall.
Wolffs	Great time meeting some very nice people interested in art.
Swan Woods	We had a great time during the tour. We met some interesting folks and enjoyed the whole thing. We loved the pre-tour too! (Martha told me that they met a new resident – a man who is skilled in the Ukrainian technique of egg-based watercoloring, who came out to talk to them about what the life style of a local artist is like for them because he's going to start painting.)
Kornutopia	We had a great time. The visitors were enthusiastic, interested and generous with their goodwill and money. I truly believe most of them would welcome a repeat tour as much as we. Now that we have done one, I have found where I was weak and will be better prepared in the future. I am sure we can all build on this tour for another.
Dvorak	Yes, very much, it was great!
Swan Valley Copper	Good – very nice people we met.
Third Life	People were very friendly, gave us an opportunity to ask them about AAL, remind them they won't have to be an artist themselves – it was a great recruitment opportunity.
Galleries/ Museums	

Tour of the Arts 2006 Evaluation Summary

FUTURE PLANS: What would you like to see happen in the future with the Tour? Would you like to be open on an 'appointment' basis if we revised the brochure to be year-round? Would you prefer if we had several publicized "Tour" weekends – such as during Winterfest, or one weekend a month during the summer?

Peabody	I think that publicized "Tours" would be more effective for getting established initially.
Staggs	I am not too sure I want to be on "stand-by" throughout the year, especially in the summer when we get so many friends and relatives visiting. After all, I AM RETIRED. Several publicized "Tour" weekends – such as during Winterfest, or one weekend a month during the summer would probably work out better, and would consider participating on that basis.
Aspen Sienna	I'd like better signage, including 'coming up signs', artist interviews in ads and videos (i.e. playing at the visitor center, a piece in the <u>Backroads of Montana</u> TV show, more radio spots, print advertising, and aerial ads.) Brochures and maps are mandatory. Art items at visitor center from each artist. We encourage appointments year round, already set-up for it and the brochure actually worked the weekend after to bring in a group of 3 that missed the prior weekend event. Future? Something possibly connected with "Home for the Holidays" shopping event instead of Tamarack Festival, since it seems there's different target groups with too many stops to see. We feel that it could be a stand alone event again targeting people outside of Seeley more with a "package get-away w/local hotels & restaurant." We would love if our "1 st Saturday Summer Soiree in Seeley" can grow to include all the other studios.
Wolfs	We are open weekly anyway but certainly welcome year-round exposure through AAI.
Swan Woods	See "Final Thoughts" section
Kornutopia	I would like to see a repeat tour and being open on an appointment basis is what we are operating on now. An appointment based individual tour would be welcome in a brochure. Depending on the number of "Tour Weekends" I could find myself in agreement but I would like to discuss how others feel. I wouldn't want too much of a good thing destroying a good thing in moderation.
Dvorak	Yes, this was one of the items I talked about to those that came over. That we would be open to have people call us and come out. We need to discuss this at the next meeting.
Swan Valley Copper	Would like to be on the tour later – but not on a year-round open appointment basis. Would like to participate in occasional tour weekends throughout the year.
Third Life	Tough question – Winterfest may be problematic depending on the weather. Love to have them, a great idea, but our participation would depend on the conditions. Would be available anytime on an appointment basis – love people to visit the sculpture garden – they don't even have to come to the house.
Galleries/ Museums	

Tour of the Arts 2006 Evaluation Summary

GET INVOLVED? Do you want to become more involved in the Cultural Arts Corridor planning committee?	
Peabody	Yes
Staggs	No. I just don't have the energy to "keep ticking."
Aspen Sienna	Already snagged!
Wolfs	Let us know--busy with other business but open to finding out what's needed.
Swan Woods	Already part of CAC group.
Kornutopia	I am about as involved as my body and time will allow now.
Dvorak	Already part of CAC group.
Swan Valley Copper	Not at this time -- I have my 95-year-old mother and stay pretty busy.
Third Life	Already part of CAC group.
Galleries/ Museums	

Tour of the Arts 2006 Evaluation Summary

FINAL THOUGHTS: Please add any other thoughts, advice – we want to hear from you!

Peabody	
Stages	This was an impressive effort to kick off the Cultural Arts Corridor, and I for one feel fortunate to have had the opportunity to participate. Thank you, AAI.
Aspen Sienna	
Wolffs	Making the event free to the public was a wise decision. There may still be some "exclusivity" associated with AAI unfortunately and this makes us more accessible to everyone and encourages attendance and dispels the myth.
Swan Woods	First of all, I think the Tour was a fine success and that was due in great measure to the beautiful brochure. The professional quality of the printing and layout and the cartography was a joy to see! Thanks to the TEAM which worked together to produce it!
	<p>I still like the idea of a set of maps for summer use 'concierge' by the hosts at some of the resorts, galleries and AAI members for appointment only visits. I do not like the idea of maps randomly distributed around Seeley since I think that would be a waste of our resources. Serious buyers will stop in the galleries if they are not staying at a resort.</p> <p>I think there are large problems with the idea of several Tour Weekends....we want everyone to be available each time we have a Tour. Is there any weekend in the summer which would work for all 8-12(more may want to join)? I doubt it. Further, I think repeated tours will 'dilute' the impact - at least until we have many more studios and visitors involved.</p> <p>On the other hand, one weekend in the summer would be Great! After seeing that more than 1/2 of the Clearwater landowners are out of towners, it seems imperative that AAI do some activities in the summer.</p>
Kornutopia	I am still soaking it all in.
Dvorak	
Swan Valley Copper	Maybe have the tour just one day instead of 2 days – as the 3-day event tied us up for quite a while. I think we could have handled the same amount of people in one day.
Third Life	
Galleries/ Museums	